POSTAGE PAID, Year Mos. Mos. Mo Royal should feel proud of Daily with Sunday...... 86.00 \$5.00 \$1.00 .55 for progress and thrift." Daily without Sunday ... 4.00 2.00 1.00 .25 Sunday edition only..... 2.00 1.00 Weekly (Wednesday).... 1.00 .50

		One	Week
Dally	arriela	Sunday14 cent	cents
Dany	wild harry	t Sunday1	cents
Sunday	only.		cents

Entered January 27, 1993, at Richmond, Va and-class matter under act of Congress of March 3, 1879.

TUESDAY, NOVEMBER 15, 1910.

BUILDING UP A BANK.

At a noonday luncheon of the Board of Trade of Springheid, Mass., last week, Bert E. Lyons, of Troy, N. Y., made a capital speech, explaining to his Yankee audience how through his efforts the Manufacturers' National Bank of Troy had grown in a few years from the smallest bank in that city to largest, and its number of depositors been increased from 3,700 to over 12,000. This result has been obtained largely by advertising, many mediums being used, but none more effectively than the newspaper.

Mr. Lyons is one of the leaders in financial advertising; indeed, he is regarded by many as the "head of the While admitting that there are many difficulties in advertising financial institutions, as there are only two subjects to talk about, he has found by experience that "something fresh had to be offered to the public every Bank advertising must neces-"commercial accounts," but, in the opinion of this successful publicity agent, something more than dry statements of capitalization and lists of order to attract the attention of the depositing and investing public, He would bring out the advantages of poorest man could feel that the advertisement had some personal message for him, and he would write the advertisements so that they would reach the business of to-day rather than the contingencies of to-morrow.

A great many bankers from distant parts of the Connecticut Valley were in Springfield to hear what this successful bank builder had to say, and his message was so simple and direct that ve no doubt they wondered why they themselves had not thought of it typed advertisement of a bank, giving the amount of its capital, its surplus and the names of its officers undoubtedly has a certain value, but no other business institution that we know of expectation of receiving the largest reurns from such publicity.

When the President and his part in Charleston last week, Mr. Charles P. Taft, the President's brother expressed surprise at the numhanking institutions in that probably, at their great sucess, if he had made inquiry as to their methods, of keeping their business bepublic. Five or six years ago, of the banks in Charleston, of which Wilson G. Harvey, T. W., is president, adopted a new method of reaching the public, and has pursued it so successfully that within the course of a very short time its deposits have simple that a child, if it had sense day Harvey suggested: "If you propose doing business with a banking house, progressive and accommodating." The marines of the Navy Yard" call this bank the "Navy Yard Bank," "because we cater to their patronage and gladly welcome their accounts, small or This was followed by a general appeal: "We are after you, because we particularly desire to secure your and a day or so later the announcement was made that this ers' Bank," "because so many of the teachers have kindly favored us with their patronage, and the number is increasing from month to month."

It looks to us as if this is a perfeetly simple and easy way for a bank to do business, and the wonder is that all of them do not do business in this

FRONT ROYAL TO THE FRONT.

tories of election day, there was, never theless, an encouraging triumph for the goods roads movement on that day, Warren County voted a bond issue of editorial matter. \$20,000 to be used in constructing good the proposition for these improved 99 inches of editorial matter. highways in this single district. The vote at Front Royal was practically in 100 inches devoted to editorial subus in favor of the issue, while jects. several other districts helped out. There was considerable opposition, but of the files of The Times-Dispatch for

Lynchburg Bureau......th Eighth Street dict in the years to come will be 'well a human interest. One Six Three One and truly done. The people of Front Mos. Mo Royal should feel proud of this victory

sarily be confined to "deposits" and them the cordial relations which for

in such a way that even the and self-respecting silence about the

nexts day he added: "The officials and editorial space for the last two months or more has been devoted to Colonel law.

Roosevelt." In order that we might set our conpublished on the seven days immediately preceding the election and have habits.

found this result: October 30-12 editorial articles, references to the Colonel, 100 inches, 1 article devoted to the Colonel measuring 7 inches.

October 31-10 articles, 100 inches, no references.

November 1-7 articles, 100 inches,

references. November 2-12 articles, 3 references, article about the Colonel measuring 7 1-2 inches out of 93 3-4 inches edi-

torial matter. November 3-11 articles, 2 references I article devoted to the Colonel measuring 8 3-4 inches out of 98 inches of

November 4.-13 articles, 3 references. roads in Front Royal District, Under 2 articles about the Colonel measuring have the whole county voted on together 9 3-4 inches out of a total of

November 5-6 articles, no references

We think that a careful examination it is believed that this was exerted the last two months, with measuring through misconception of the situation. rule, would show that the same admir-Front Royal has assessable values able balance has been maintained beamounting to \$1,150,000, and is per- tween what we have said about the views we have expressed from time to feetly willing to shoulder the financial Colonel and what we have said about urden involved.

other things—Smithfield hams, James Bryan, and informing us that he would the Impartial Reporter, of Front River Improvements, constitutional prefer that the editorial page of this Royal, a thoroughly progressive paper, amendments, the office holders' trust, tells us that "a continuation of the the peanut industry, the public schools, Rappahannock trade, which means so good roads, woman suffrage, the revomuch to the business interests of this lution in Portugal, the pension frauds, community, is assured by the con- the tariff iniquity, the jejunum, the exstruction of these modern thorough- port trade of the country, the wonder-

By Times-Dispatch Carrier Delivery Service in Richmond (and suburbs) and Petersvice in Richmond (and suburbs) and Peters-

bottles of beer and nine quarts of seven copies of The Times-Dispatch, into Reedy River, in which the fish are said to be acquiring very bad

pirituous refreshment. But how does it happen that any intoxicating beverages at all could be discovery since Dr. Cook found the

place as Greenville? DON'T AGREE WITH US.

protesting against the views we have table, fruit or cereal, or, whatever it xpressed from time to time about the 'the greatest man on this planet"

A few days later we received a letter from another distinguished citizen of Virginia pr testing against the 0 time about Colonel William Jennings
Bryan, and informing us that he would
prefer that the editorial page of this
newspaper should be left blank rather
than it should contain "unkind allasions to Mr. Bryan."

In the pro-Roosevelt letter we
were told that we were doing
the country great injury, and in
the country great injury, and in
the country great injury, and in time about Colonel William Jennings

provement that has ever been suggest- Richmond, the religious progress of the with sundry ungenerous suggestions as is, which only the Yankees have been ed to the voters of this district has country, the fashions for men and wo- to our motives, that we were not ex- able to use as filling in the nature of carried; no sekward step has yet men, Richmond as the best shopping pressing the opinion of thousands of pies, which our boys have found good marked our course, and when our town in the South, and Virginia as the people. Doubtless both of our corres- only for making lanterns at Hallowe'en,

If in New York as a young physician. He is reputed to be a millionaire now.

It is the old story of the ambitious Virginian in New York.

THE RECORD IN INCHES.

The esteemed Amherst Progress agrees with The Times-Dispatch that Greenville, South Carolina, last Satthen encyspapers ought to drop the Colonel; but imagines that "our contemporary falls far short of practicing what it preaches, we do not think that we miss it far," says the Progress, "when we say that about half of its editorial space for the last two months or more, has been devoted to Colonel

The esteemed Amherst Progress, "when we say that about half of its editorial space for the last two months or more, has been devoted to Colonel

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The esteemed Amherst Progress, and the other the Olymphar and the progress, when they kicked out the whole state of the progress, what it preaches, we do not think that we miss it far," says the Progress, "when we say that about half of its editorial space for the last two months or more, has been devoted to Colonel

The esteemed Amherst Progress, and the other the olymphar and the progress, also layed the devoted to Colonel

The esteemed Amherst Progress, and the chart the heading, "How He Swunk that the last week thus, the state is the heading, "How He Swunk the state is the state when he says whe say that alone the vicinian in New York.

Under the heading, "How He Swunk the swunk also week thus, Carolina, Inst Saturation that the claim of the growth. The majority of multimate the claim of the growth. The majority of and the Altes Mariant is raid whishers. The law is responsible for the growth. The majority of and the Altes Mariant is raid whishers. The law is the heading in the wishers, the the wisher that.

Under t The quantity of malt and al- label of a world's celebrity, and upon

Four more years, and the Great

A PLEA FOR THE PUMPKIN. No sooner is it announced that pump-

Greenville is a prohibition town, but kin pie is passing in New England from what we have known of its peo- than comes the Washington Post with ple-the population of the town being, a powerful plea for the pumpkin as a in 1900, 11,800-we should say that the cereal-pumpkin flour, pumpkin moal, supply there is hardly equal to a nor- pumpkin batter cakes, pumpkin grits, mal demand. The idea of 467 bottles pumpkin biscuits, pumpkin salad, pumpof beer and 9 quarts of whiskey to kin served in all sorts of ways, and 11,000 people would seem to indicate with affidavits to prove that the pumpthat the stuff is really used there only kin is really the prize package of all as "medicine." It is news to us, as it foodstuffs. It declares that it is more will be to all persons who have ever mealy than murphies, more delicious heard of Greenville, that it has been than strawberries, more nutritious than converted to the homoopathic idea in rice, more inviting than molasses, more inspiring than spirits.

found in so pronounced a prohibition North Pols. Here we are in the first quarter of the Twentieth Century, and it was reserved for a great newsptper, Several days ago we received a let. one of the greatest newspapers in the ter from an eminent man of this State country, to find that the despised vege-

Colonel, and declaring that, in the opinion of the writer, the Colonel is "the greatest man on this planet"

WORTHY OF NOTICE

When your stomach has "gone back" on you and the appetite is poor, or when the bowels are clogged and the liver inactive, get a bottle of the famous

coholic liquors seized aggregated 467 which is inscribed the glorious adage: we are told that where no specific sta bottles of beer and nine quarts of Straight as a String." tute directs, the jurors shall be lodged and boarded at the county's expense temporary straight on this point, we waiskey, which was taken to the Young Man of the Ninth will "Swunk" there is a conflict whether the judge temporary straight on this point, we waiskey, which was the waiskey, which was the straight on this point, we waiskey, which was the straight on this point, we waiskey, which was the straight on this point, we waiskey, which was the straight on this point, we waiskey, which was the straight on this point, we waiskey, which was the straight on this point, we waiskey, which was the straight on this point, we waiskey, which was the straight of the Ninth will swank there is a connict waterier the large taken the trouble to go through Sheriff's office to be emptied, probably, to your heart's content, contemporary. The weight of authority is that the judge has this inherent power, however. It is almost a case of legal hairsplitting.

Voice of the People

Communication; must not con-When this limit is enceeded let-When this limit is encreased the ters will be returned.
No anonymous communications will be accepted.
A stamped envelope, with the writer's address, must accompany every communication.

Unison at Last.

To the Editor of The Times-Dispatch:
Sir,—Now that we are all rejoicing over the great Democratic victory, we of Virginia should feel doubly proud of our great big statesman, Henry C Stuart. Although defeated in the greatest race that ever occurred in his district, his candidacy has done more to unite all factions in Virginia than anything that has occurred for years.

All party leaders went to the help of this great man, and all now that remains to solidify and unite our party is to have a grand State convention here in Richmond next spring, and as a great family gathered together we will reaffirm and promulgate an old-time Democratic platform and indorse Henry C. Stuart for our next Governor, and prepare the way to elect Governor, and prepare the way to elect Governor Harmon, of Ohlo, our next President.

GEO. MoD. BLAKE.
Richmond, November 14.

KING TO CELEBRATE HIS 21ST BIRTHDAY

cess by which a juror could send to the barber shop his whiskers or hair and have them properly groomed and returned and placed in position for further use:"

This case is rather remarkable, for

WM. H. PALMER, President. JOHN S. ELLETT, Vice-President, WM, M, HILL, Vice-President, J. W. SINTON, Vice-President, JULIEN H. HILL, Cashier,

REPORT OF THE CONDITION OF THE

Merchants National Bank,
AT RICHMOND, IN THE STATE OF VIRGINIA, AT THE CLOSE OF
BUSINESS NOVEMBER 10, 1910.
RESOURCES. 14,686,286

Total87,716.807 23

State of Virginia, City of Richmond, ss.

I. Thomas B. McAdams, cashler of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief, THOS. B. McADAMS. Cashler.

M. C. BRANCH, FRED W. SCOTT, ALEXANDER HAMILTON, Directors. Subscribed and sworn to before me this 14th day of November, 1910.

JNO, HOWARD, JR., Notary Public.

"Safest for Savings."